## **ORDER**

Orders Order / Rev: 708272 06289657 Alt Order #: **CROSSROADS GPS** Product Desc: Estimate: 1953 08/23/12 - 08/29/12 Flight Dates: Primary AE: Aaron Ashe Sales Office: Original Date / Rev: 08/21/12 / 08/21/12 T-WAS Order Type: Political Sales Region: NAT Crossroads Media/ POL Name: Agency **Buying Contact:** Elise Cloyd Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 88 Canal Center Plaza Suite 555 Billing Cycle: EOM/EOC Alexandria, VA 22314 Agency Commission: 15% Advertiser **Crossroads GPS** Name: Demographic: A35+ New Business Thru: **Product Codes:** IS-Candidate/Presidential 00:15:00 Order Separation: Priority: P-3 Advertiser External ID:

Bill Plan

08/27/12

DIII Pian				
Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	31	\$65,360.00	\$55,556.00

33

Revenue Codes:

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	31	\$65,360.00	\$55,556.00	0.00
September 2012	33	\$57,040.00	\$48,484.00	0.00
Totals	64	\$122,400.00	\$104,040.00	0.00

Agency External ID:

**Totals** 

\$48,484.00

**Account Executives** 

08/29/12

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

AGY, GEN, POL

\$57,040.00

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
E 1 WTSP	08/23/1	2 08/24/12	M-F 6-7a	CM	6-7a	TF	:30	2	\$360.00 P-2	0.00 NM	2	\$720.00
1 X PER	DAY		6-7a 10 News									
– .	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 08/2	20/12	08/26/12	TF	2	\$360.00	0.00						
E 2 WTSP	08/23/1	2 08/24/12	CBS This Morning	-	7-9a	TF	:30	2	\$360.00 P-2	0.00 NM	2	\$720.00
1 X PER	DAV		CBS This Mornin	g	(7:00 AM-8	:00 AM)						
– .	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 08/2		08/26/12	TF	2	\$360.00	0.00						
E 3 WTSP	08/23/1	2 08/24/12	CBS This Morning	g CM	7-9a	TF	:30	2	\$360.00 P-2	0.00 NM	2	\$720.00
			CBS This Mornin	g	(8:00 AM-9	:00 AM)						
1 X PER												
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 08/2		08/26/12	TF	2	\$360.00	0.00						
E 4 WTSP	08/23/1	2 08/24/12	M-F 4-5p	CM	4-5p	TF	:30	4	\$800.00 P-2	0.00 NM	4	\$3,200.00
2 X PER			Dr. Phil									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 08/2		08/26/12	TF	4	\$800.00	0.00						
E 5 WTSP	08/23/1	2 08/24/12	7-730p	CM	7-730p	TF	:30	4	\$600.00 P-3	0.00 NM	4	\$2,400.00
			Inside Edition									
2 X PER												
Star	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					l	

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WTSP-TV

Order / Rev: 708272

Advertiser:

Crossroads GPS

Alt Order #: 06289657 Product Desc: **CROSSROADS GPS** 

Estimate:

08/23/12 - 08/29/12 Flight Dates:

1953

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots 08/23/12 08/24/12 \$2,400,00 WTSP 7-730p СМ 7-730p - - - TF-:30 \$600.00 P-3 0.00 NM Inside Edition 2 X PFR DAY Start Date **End Date** Weekdays Spots/Week Rate Rating 08/26/12 - - - TF- -0.00 Week: 08/20/12 \$600.00 E 6 WTSP 08/23/12 08/24/12 2 \$1,200,00 P-2 10 News Special CM 10 News Special --- TF--:30 0.00 NM \$2,400.00 10 News Special 1 X PER DAY Weekdays **End Date** Spots/Week Rating Start Date Rate 08/26/12 - - - TF- -Week: 08/20/12 \$1,200.00 0.00 E 7 WTSP 08/23/12 08/24/12 M-F 11-1135p ---TF--2 \$2,600.00 P-2 LN (M-F) CM :30 0.00 NM 2 \$5,200.00 LN (M-F) 1 X PER DAY **End Date** Spots/Week Start Date Weekdays Rating Rate 08/26/12 ---TF--Week: 08/20/12 2 \$2,600.00 0.00 WTSP 08/23/12 08/23/12 Thu Prime C Thu 10-11p :30 2 \$8,000.00 P-2 0.00 NM \$8,000.00 Person of Interest Start Date **End Date** Weekdays Spots/Week Rate Rating - - - T- - -Week: 08/20/12 08/26/12 2 \$8,000.00 0.00 Ch Date Range Weekdays Start/End Time Rate Rtg Type Description Length Spot 1 WTSP 08/20/12-08/26/12 Thu Prime C Thu 10-11p ---Th---:30<del>(\$8.000.00)</del> 0.00 NM Credited [mg line 25] E 9 WTSP 08/24/12 08/24/12 Bucs Pre-Game СМ Bucs Pre-Game ---F--:30 \$800.00 P-4 0.00 NM \$800.00 **Bucs Pre-Game** Start Date **End Date** Weekdays Spots/Week Rate Rating ---F--08/26/12 Week: 08/20/12 \$800.00 0.00 E 10 WTSP 08/24/12 08/24/12 Bucs Primetime Game CM 730-1030p ---F--:30 3 \$4,000,00 P-4 0.00 NM \$12,000.00 3 **Bucs Primetime Game** Start Date Weekdays **End Date** Spots/Week Rate Rating ----F--Week: 08/20/12 08/26/12 3 \$4,000.00 0.00 E11 WTSP 08/25/12 08/25/12 Sat 7-730p СМ 7-730p ---S-:30 \$600.00 P-3 0.00 NM \$1,200.00 Inside Edition Start Date **End Date** Weekdays Rating Rate 08/26/12 Week: 08/20/12 ---S-\$600.00 0.00 E 12 WTSP 08/25/12 08/25/12 NFL Preseason on CBSCM NFL Preseason on----S-:30 2 \$8.000.00 P-3 0.00 NM \$16,000.00 NFL Preseason on CBS Start Date Weekdays **End Date** Spots/Week Rating Rate 08/26/12 Week: 08/20/12 ---S-2 \$8,000.00 0.00 \$3,200.00 E 13 WTSP 08/26/12 08/26/12 **CBS Sunday Morning** CM Sun 9-1030a :30 2 \$1.600.00 P-2 0.00 NM ----S **CBS Sunday Morning** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 08/20/12 08/26/12 ---S \$1,600.00 0.00 \$800.00 E 14 WTSP 08/26/12 08/26/12 Sun 630-7p СМ Sun 630-7p ----S :30 \$800.00 P-2 0.00 NM Sun 630-7p 10 News Spots/Week Start Date **End Date** Weekdays Rate Rating Week: 08/20/12 08/26/12 \$800.00 0.00 MTW- - - -E 15 WTSP 08/27/12 08/29/12 M-F 6-7a \$360.00 P-2 CM 6-7a :30 3 0.00 NM 3 \$1.080.00 6-7a 10 News 1 X PER DAY Weekdays Spots/Week Rating Start Date **End Date** Rate MTW- - -Week: 08/27/12 09/02/12 \$360.00 0.00 E 16 WTSP 08/27/12 08/29/12 CBS This Morning CM 7-9a MTW- - - -:30 3 \$360.00 P-2 0.00 NM 3 \$1.080.00 **CBS This Morning** (7:00 AM-8:00 AM) 1 X PER DAY Weekdays Start Date **End Date** Spots/Week Rating Rate MTW- - - -Week: 08/27/12 09/02/12 3 \$360.00 0.00 E 17 WTSP 08/27/12 08/29/12 **CBS This Morning** СМ MTW- - - -:30 3 \$360.00 P-2 0.00 NM \$1,080.00 7-9a 3 **CBS This Morning** (8:00 AM-9:00 AM) 1 X PER DAY

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WTSP-TV

Order / Rev: 708272

00272

Advertiser: Crossroads GPS

Alt Order #: 06289657

Product Desc:

CROSSROADS GPS

Flight Dates:

08/23/12 - 08/29/12

N25 WTSP 08/26/12 08/26/12 Sun Prime D

**End Date** 

08/26/12

Start Date

Week: 08/20/12

The Mentalist

Weekdays

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Estimate: 1953

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount E 17 WTSP 08/27/12 08/29/12 CBS This Morning MΓW- - - -:30 \$360.00 P-2 0.00 NM \$1,080.00 CM 7-9a **CBS This Morning** (8:00 AM-9:00 AM) 1 X PER DAY Start Date **End Date** Weekdays Spots/Week Rate Rating 09/02/12 MTW- - - -Week: 08/27/12 \$360.00 0.00 E 18 WTSP 08/27/12 08/29/12 M-F 4-5p СМ MTW----:30 \$800.00 P-2 0.00 NM \$4.800.00 4-5p Dr. Phil 2 X PER DAY Weekdays **End Date** Spots/Week Start Date Rate Rating Week: 08/27/12 09/02/12 MTW- - - -\$800.00 0.00 E 19 WTSP 08/27/12 08/29/12 7-730p 7-730p MTW----\$600.00 P-3 0.00 NM CM :30 6 6 \$3,600.00 Inside Edition 2 X PER DAY Start Date **End Date** Spots/Week Weekdays Rating Rate 09/02/12 MΓW- - - -Week: 08/27/12 6 \$600.00 0.00 E 20 WTSP 08/27/12 08/29/12 10 News Special CM 10 News Special MTW----:30 6 \$1,200.00 P-2 0.00 NM \$7,200.00 10 News Special 2 X PER DAY Weekdays **End Date** Spots/Week Start Date Rate Rating MTW- - - -Week: 08/27/12 09/02/12 6 \$1,200.00 0.00 СМ M-F 11-1135p E 21 WTSP 08/27/12 08/29/12 LN (M-F) MTW----:30 3 \$2,600.00 P-2 0.00 NM \$7,800.00 3 LN (M-F) 1 X PER DAY Weekdays Start Date **End Date** Spots/Week Rating Rate MTW- - - -3 \$2,600.00 Week: 08/27/12 09/02/12 0.00 E 22 WTSP 08/28/12 08/28/12 Tue Prime A CM Tue 8-9p - T- - - -:30 1 \$11.200.00 P-2 0.00 NM \$11,200.00 **NCIS** Spots/Week Start Date **End Date** Weekdays Rate Rating Week: 08/27/12 09/02/12 - T- - - -1\$11,200.00 0.00 E 23 WTSP 08/28/12 08/28/12 Tue Prime B CM Tue 9-10p - T- - - -:30 1 \$11,200.00 P-2 0.00 NM \$11,200.00 NCIS: Los Angeles Start Date **End Date** Weekdays Spots/Week Rate Rating - T- - - -Week: 08/27/12 09/02/12 1\$11,200.00 0.00 E 24 WTSP 08/27/12 08/27/12 Mon Prime B СМ Mon 9-10p M- - - - -:30 1 \$8,000.00 P-2 0.00 NM \$8,000.00 2 Broke Girls/Mike & Molly End Date Start Date Weekdays Spots/Week Rating Rate Week: 08/27/12 09/02/12 M- - - - -1 \$8,000.00 0.00

CM

Spots/Week

Sun 10-11p

\$8,000.00

Rate

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Rating

0.00

:30

1 \$8,000.00 P-2

Totals 64 \$122,400,00

\$8,000.00

0.00 NM